



**ARIZONA STATE PARKS BOARD
STATE PARKS OFFICES
BOARD ROOM
MAY 11, 2011
MINUTES**

Board Members Present

Tracey Westerhausen, Chairman; Walter Armer, Vice-Chairman; Reese Woodling; Alan Everett; William Scalzo; Maria Baier; Larry Landry.

Staff Members Present

Renée Bahl, Executive Director; Jay Ream, Assistant Director, Parks; Kent Ennis, Assistant Director, Administration; Jay Ziemann, Assistant Director, External Affairs and Partnerships; Monica Enriquez, Executive Staff Assistant.

Attorney General's Office

Laurie Hachtel, Assistant Attorney General

AGENDA

(Agenda items may be taken in any order unless set for a time certain)

**A. CALL TO ORDER FOR EXECUTIVE SESSION - ROLL CALL - Time Certain:
9:00 AM**

Chairman Westerhausen called the meeting to order at 9am. Roll call indicated a quorum was present.

Mr. Armer motioned to go into Executive Session at 9am. Mr. Woodling seconded the motion. The motion passed unanimously with Mr. Landry and Ms. Baier absent.

B. EXECUTIVE SESSION - Upon a public majority vote, the Board may hold an Executive Session that is not open to the public for the following purposes:

1. To discuss or consult with its legal counsel for legal advice on matters listed on this agenda pursuant to A.R.S. §38-431.03(A)(3).

a. Legal advice regarding the Sponsorship and Donation Policy.

C. CALL TO ORDER - ROLL CALL – Time Certain: 10:00 AM

Chairman Westerhausen called the meeting to order at 10:01am. Roll call indicated a quorum was present.

D. PLEDGE OF ALLEGIANCE

Mr. Scalzo led the audience in the Pledge of Allegiance.

E. INTRODUCTIONS OF BOARD MEMBERS AND AGENCY STAFF

1. Board Statement - "As Board members we are gathered today to be the stewards and voice of Arizona State Parks and its Mission Statement to manage and conserve Arizona's natural, cultural, and recreational resources for the benefit of the people, both in our parks and through our partners."

Mr. Woodling read the Board Statement. The Board and Staff introduced themselves.



- F. CALL TO THE PUBLIC** – Consideration and discussion of comments and complaints from the public. Those wishing to address the Board must register at the door and be recognized by the Chair. It is probable that each presentation will be limited to one person per organization. Action taken as a result of public comment will be limited to directing staff to study or reschedule the matter for further consideration at a later time.

Jeff Gursh, Arizona Off-Highway Vehicle Coalition, Arizona Trail Riders, spoke about the Off-Highway Vehicle issues. He said both groups he represents are Off-Highway Vehicle (OHV) user groups. He gave the Board a handout with pictures of projects that are currently in the works. He said he has worked as partner with the Bureau of Land Management (BLM) and the US Forest Service on Arizona State Parks' decal and grant program. Recently, his groups noticed some developments between the Off-Highway Vehicle Advisory Group (OHVAG) and Arizona State Parks (ASP) staff and wrote to both of them. He thought there was some miscommunication and both sides are trying to improve and advertise the OHV decal program. He said he was told by OHVAG that he was missing the point on the issue. He said he had worked with both groups for years and so he thought he should understand but said he does not. He said if he does not understand then the rest of the general public must not understand as well. He said he thought once the communication issue is resolved then he hoped it would create a better way to help the general public better understand the issues that affect how the funds get out to projects and help the general public be better informed on where the decal dollars and projects are being completed. He said the general public does not realize the work or time spent managing OHV funds. He said for those that do understand, including him, they appreciate ASP staff and the OHVAG Board that make the OHV program so successful. He said the paperwork he showed the Board with the photos. He said that is what his group has been putting on every decal project. He said he thought that should be required on every grant. It should be required where the money came from, how it got there and that these people are taking it out of their pockets to make this happen. He said his group would be more than happy to work with staff and OHVAG to get the message out word out and that is what he would like to see happen.

John Savino, chairman, OHVAG, spoke about OHV issues. He asked the Board to table agenda items J-1, J-2 and J-3. He said with the importance of these agenda items, he thought a separate open forum should take place with the Board and OHVAG to discuss the differences between OHVAG has with the ASP Executive Staff. OHVAG questions why after three months of confirmation of Mr. Jack Hickman from the Four Wheel Drive Industry was not put on the May agenda especially after this issue was presented to the Board at its March meeting. He said OHVAG feels the ASP Executive Staff is playing games trying to micro manage the Board's advisory groups. He said OHVAG is having a problem filling quorums. He said ASP staff scrutinized the position in January when the application was put in and it came in front of OHVAG. Now it would be three to four months and it had not come in front of the Board and it should just be a consent item. OHVAG wondered why this had not gone further. The answer from ASP Executive Staff is they want to appointments for vote to the Board twice a year. He said that does not



cut it. OHVAG feels the consent items should be put in front of the Board right away. It should be put on an agenda right away.

Chairman Westerhausen asked Mr. Savino and Mr. Gursh if they would stay until the Board addresses the OHV issues.

Warren Meyer, President and Owner, Recreation Resource Management, spoke about public-private partnerships. He said his company privately manages about 150 public parks across the country. He said he realized ASP is in a frustrating budget situation. He asked the Board to imagine a world where there are not continuous threats of park closures, where ASP staff does not have to show photos around the legislature of parks and their unfunded maintenance, where user fees cover park operating costs and these fees cannot be swept for other uses. He said that world does exist today right here in Arizona at over 40 parks and campgrounds owned by the US Forest Service. He said by some measures, the Forest Service is the largest recreation in the world but for 30 years it has struggled with declining recreation budgets and it had a lot of its budget swept every year into the fire budget. However, the Forest Service is not facing wholesale closure to parks. The Forest Service Parks are not accruing a large amount of deferred maintenance and its user fees remain reasonable. He said that is because the operation of the majority of Forest Service Parks (by operations he said he meant things like bathrooms, collecting fees, performing maintenance and paying for utility bills) are managed today by private companies using only the gate fees paid by the public and actually paying rent back to the agency. The result is a 30-50% cost savings and the conversion of parks from money losers to moneymakers for the agency. He said the Forest Service is no less concerned with environmental protection or preserving the character of public lands than ASP. In creating these public-private partnerships, the Forest Service has been careful to retain ownership of the land and tight control of the land's use. He said this is a recent commitment that Mr. Meyer made to the Tonto National Forest for all the things that Recreation Resource Management will do in operation of these parks, the public remains in control in these deals. He told the Board if they took any message away from this it is this: Public-private partnerships that run whole parks and not just concessions within the parks are not a new and risky idea. These partnerships have been keeping parks open and well-maintained right here in Arizona for decades. He said in a letter to the Board dated May 9, 2011, Ms. Bahl argued that the Forest Service examples are not relevant to ASP because the Forest Service does things other than recreation. Mr. Meyer said well sure it does, but so does ASP. Recreation is a statutory mission of the Forest Service and the fact that its recreation areas are very similar to many of ASP's recreation areas in size and facilities. He said his company runs parks by the Forest Service right next to Red Rock and Slide Rock in Sedona and because they are lower park position, they charge lower user fees. He said, of course, Ms. Bahl is correct in that private companies don't do everything but isn't the point of a partnership that each party does what it is best suited to do. He said he does not have the skills to run a place such as Kartchner Caverns and told Ms. Bahl this is the Request for Information (RFI) response. He said there are plenty of other ways to reduce costs within the parks. In the letter Ms. Bahl said she preferred the National Park Service (NPS) concession model but that model seeks incremental



revenue by adding new concessions within parks. In as far as it goes, but Arizona has already done that. He said the state might pick up a few hundred dollars from a bike rental concession but this is trivial compared to the adoption of a Forest Service model which would achieve operating savings in the millions of dollars. He said if we think of our parks as a family looking for ways to escape financial crisis, the Forest Service model is like restructuring the mortgage while the Park Service model is like buying cheaper orange juice. He said he would love to see ASP consider this model. There are many concerns that could easily be addressed. Many of the recent studies have not looked at the Forest Service model in the state and would love to see ASP look at this example as a potential to solve any of its problems.

Chairman Westerhausen asked Mr. Meyer if he would stay for the RFI update on the agenda.

G. CONSENT AGENDA – The following items of a non-controversial nature have been grouped together for a single vote without Board discussion. The Consent Agenda is a timesaving device and Board members received documentation regarding these items prior to the open meeting. Any Board member may remove any item from the Consent Agenda for discussion and a separate vote at this meeting, as deemed necessary. The public may view the documentation relating to the Consent Agenda at the Board's office: 1300 W. Washington, Suite 150A, Phoenix, Arizona.

- 1. Approve Minutes of March 17, 2011 Arizona State Parks Board Meeting**
- 2. Approve Executive Session Minutes of March 17, 2011 Arizona State Parks Board Meeting**

Mr. Scalzo motioned to approve the Consent Agenda. Mr. Woodling seconded the motion. The motion passed unanimously.

H. DIRECTOR'S SUMMARY OF CURRENT EVENTS – The Executive Director may update the Arizona State Parks Board on special events and accolades. A list of items to be discussed under this agenda item will be posted on the State Parks website (azstateparks.com) 24 hours in advance of the Parks Board meeting.

Ms. Bahl said springtime is busy time at ASP's parks. She said there have been many successful events since March. She said she would update the Board on those events and also give them an update on ASP's Marketing program.

Ms. Bahl said most of the Board members were at the Homolovi State Park re-opening and over 800 people attended. She said visitation was down for the park in its first month of being opened.

Ms. Bahl said March was Archaeology Awareness Month. There were more than 100 events statewide. The main event the Archaeology Expo was March 26-27, 2011 at Deer Valley Rock Art Center. Throughout the state over 1,300 visitors attended.

Ms. Bahl said April is the month ASP celebrates its great volunteers. She said 14 volunteers received individual awards and almost 250 volunteers attended the event



that was held at Catalina State Park. Mitzi Rhinehart, who volunteers at Lost Dutchman State Park and who the Board may remember, won Volunteer of the Year Award. She noted that the Catalina campground host team won the Team of the Year and the Best Friends Award went to the Friends of Tonto Natural Bridge State Park.

Ms. Bahl said the annual History of the Soldier event was held at Fort Verde State Historic Park. It was held over three days and over 400 people attended.

Ms. Bahl said Catalina had two big events in April. One was the annual Solar Potluck. The other event was the first annual Star Night.

Ms. Bahl said Ranger Randy Victory is known across the nation for his mountain biking skills. He held classes at Dead Horse Ranch State Park to promote fitness, teach trail ethics and promote future park use at Dead Horse and other public spaces.

Ms. Bahl said the Arizona Fire Chiefs Association sponsored training for a wild land fire refresher course. She said there were 280 firefighters in attendance and 17 of those were ASP Rangers.

Ms. Bahl said April is the busy time at Lake Havasu State Park for spring break. There were nearly 26,000 people at Lake Havasu this year.

Ms. Bahl said one of the most popular events is called the Verde Birdy. It is four days of guided bird watching. There were over 1,000 people for this four-day event. Chairman Westerhausen asked if it was too early to start making reservations. Ms. Bahl answered yes but reservations should be ready for next year in a couple of months.

Ms. Bahl said there is an Eagle Scout project going on at Dead Horse Ranch. They are working on American Disabilities Act (ADA) parking sites.

Ms. Bahl said the Benefactors of Red Rock State Park held a Bluegrass Festival at the park. The Benefactors partnered with Arizona Highways and AAA and held the event as a fundraiser for Red Rock State Park. The Benefactors made \$4,000 and ASP made a little over \$1,300.

Ms. Bahl said there was a fire near Boyce Thompson Arboretum State Park. She said the fire started on Sunday, the park closed and about 500 visitors were safely evacuated. She said about 1,300 acres burned, and of that, about 50 acres were on the Boyce Thompson Arboretum land (the rest was Forest Service land). The fire is now under control and the park has re-opened.

Ms. Bahl said ASP has a need for vehicles. Staff has worked with the Department of Public Safety (DPS) through their Drug Interdiction Program (forfeited seized vehicles). The truck was turned over to Slide Rock State Park.

Ms. Bahl said quarterly peers nominate another employee for a job well done and they get the person of the quarter award. This quarter it was awarded to Randy Miller. He is in charge of the Information Technology (IT) section specifically as it relates the online reservation system.

Ms. Bahl said ASP received money from Odwalla from one of their fundraisers for planting trees. Staff is planting pear trees at the orchard at Slide Rock.



Ms. Bahl said ASP received an international award. Cattail Cove State Park won the bronze award for the Favorite Snowbird RV Park through RV West National Readers Choice Award.

Ms. Bahl mentioned some upcoming events at some parks. These include Moonlight Hikes at Red Rock on May 15-16, 2011, the Mariachi Festival is May 21, 2011 at Patagonia Lake State Park and the re-opening of Lyman Lake State Park on June 17, 2011.

Ms. Bahl said she wanted to give the Board an update on the current status of Marketing. ASP has a marketing and research staff of two (Tye Farrell and Dr. Dawn Collins). The "Green Guide" or agency brochure is ASP's primary piece of collateral. ASP does not pay for this. This comes from commercial sales from advertisements within the Green Guide that has all of the State Parks in it. 200,000 more green guides will be printed. Staff delivers these themselves to keep postage costs down. The new green guide printing promotes a new cell phone application (app) that shows a person where the nearest public land area. This includes all public parks – city, county, federal and state.

Ms. Bahl said ASP uses traditional and emerging marketing channels. The traditional marketing channels are tried and true marketing channels. These are print advertising with ads in magazines such as Arizona Highroads Magazine, California Westways Magazine and the 2011 Arizona Official State Visitors Guide.

Ms. Bahl said another traditional marketing channel is radio advertising. These are used to market specific events such as northern Arizona radio for the Homolovi re-opening and Southern Arizona radio stations for the Civil War in the Southwest at Picacho Peak State Park.

Ms. Bahl said another traditional marketing channel is the Internet. The Parks website receives about 4,800 visitors per day. One of the goals is to increase the e-newsletters are sent out each month that talk about special events to bring people into the parks. There are currently 12,000 subscribers to the newsletter.

Ms. Bahl said another traditional marketing channel is the printed collateral. These include the rack card which is the one page card that are seen at gas stations, hotels and visitor centers including Interstates in New Mexico and Texas and about 850 different sites in Arizona. Staff recently had 200,000 more re-printed. There is a trackable coupon on it so staff can measure its success.

Ms. Bahl said ASP is now using out-of-home advertising with posters at Light Rail stations to advertise parks. This is something staff has not tried before so its success will be measured. Staff has assigned a game to it called Photo Quest – State Parks in the City. People see the light rail signs, take a photo of it and they are put into a drawing for Cave Tour tickets. In addition the most creative photo will win a grand prize. Arizona Office of Tourism (AOT) put the photo quest on their facebook page and there were 37,000 likers.

Ms. Bahl said Friends groups have paid for billboards that have been put up in different parts of the state. The Friends groups have come up with the money and negotiated



free rent and free labor. The billboards for Lost Dutchman and Kartchner Caverns are in Phoenix. 300,000 people see each of these daily. The Hopi Economic Development Group and the Archaeological Society paid for the billboard for Homolovi. Staff also attends outreach events in order to gain more e-mail subscribers and recently gained 1,000 more subscribers.

Mr. Landry said he had the opportunity to meet with Governor Brewer and described to her the various volunteer efforts and partnerships. He said the Governor was amazed at what an entrepreneurial agency ASP is. He said ASP is probably the most entrepreneurial agency is state government.

Ms. Bahl said ASP's partnerships are what is keeping it going. The Arizona Council on Enhancing Recreation Tourism (ACERT) map shows all public lands in the state. There is also a coupon book with the Southern Attractions Alliance promoting Kartchner Caverns.

Ms. Bahl said the emerging marketing channels are created with new technologies. Staff has been trying some of these to see what will work for ASP. She said the Board might already know there is a Facebook and Twitter accounts and both continue to grow in numbers.

Ms. Bahl said one emerging marketing channel is the cell phone/text marketing. People sign up to receive, in this case, updated from KTAR Sports Radio. Staff has partnered with them so that at the end of the sports announcement, a message from ASP appears saying come to Kartchner Caverns. People could then link right from their phone to ASP's website.

Ms. Bahl said staff is also exploring Groupon. She said Groupon is a free service where everyday you get a new deal. It is usually at least 50% off something such as a restaurant, sporting event, etc. The customer has one day to buy the groupon coupon. Staff is going to do this for Kartchner Caverns in the fall.

Ms. Bahl said there are some challenges to marketing. There is limited staff and a reduced budget. Therefore the focus is on partnerships. There is still a challenge on getting the word out that the parks are open. The overall challenge is to make the public aware of the difference between a state park and other recreation areas.

Mr. Armer said he was in the Tucson AAA office and they were handing out the green guides there. He said what a wonderful partnership that is and hoped all the AAA offices were doing the same.

Chairman Westerhausen thanked Mr. Farrell and Dr. Collins for their hard work.

I. DISCUSSION ITEMS

1. Revenue Forecast by Major Fund and Park Visitation Update

Mr. Ennis said the Enhancement Fund had a sharp decline of 15% in attendance and about a half a percent in revenue in March compared to last March. He said the decline in attendance was due to a variety of reasons including gas prices, a non-flower season and the increase in fees from last year. He said year-to-date attendance for those parks



that ASP manages and those parks with partnership support are down 11.6% but revenues year-to-date are up 3.3%.

Mr. Ennis reminded the Board that the forecast was lowered in March for the Law Enforcement Boating Safety Fund (LEBSF) due to boat rentals and boat registration period changing. March and April combined are below forecast but staff is hopeful it will meet the overall revised forecast.

Mr. Ennis said the Off-Highway Vehicle Recreation Fund the numbers are coming in just about on target.

Mr. Ennis said the State Lake Improvement Fund (SLIF) is very stable and coming in on forecast.

Mr. Ennis said the Interest Revenues had a slight increase.

2. Request for Information (RFI) for 3rd Party Management in Arizona State Parks Update

Mr. Ennis said he would give the Board a synopsis of follow-up conversations the RFI Team had with the six respondents to the RFI which were received in writing on January 31, 2011. This was the first opportunity to speak to the six respondents personally. The conversations took place April 14 and 15, 2011. There were six approximately one- hour conversations with each respondent to collect additional information.

Mr. Ennis said the RFI Team told the respondents that ASP's goal is to reduce net costs and increase net revenue. The high priority is to keep parks open and operating and to protect the natural and cultural resources of the system.

Mr. Ennis said he would summarize what each company said as some of them asked for confidentiality. He said all of them were interested in bidding on specific Request for Proposals (RFP). He said almost all of them were interested in longer-term contracts (5-10 years) and some said they would like to see something even longer. He said almost all of them said they would consider bundling of small loss making parks with some of the more profitable parks but only if it would be financially viable.

Mr. Ennis said they did speak about whole park operations but some companies were very clear that they would prefer to provide bundled services such as gate fees and trash pick-up as opposed to operating the whole park. He said one company said they would like to do marketing research to determine how best to significantly expand ASP's concessions, such as marinas or hotels.

Mr. Ennis said each company was asked what would they consider an ideal RFP. He said they were unanimous in saying that the RFP should be specific. Staff inferred that to mean the RFP should be specific about the range of services and be clear about bundling and how the historic parks should be treated.

Mr. Ennis said in terms of natural and cultural resource protection they all said they respected that goal but they also indicated that they felt it was ASP's responsibility to develop the management plan and monitor the resources. One said they would develop a management plan and seek ASP's permission to coordinate that with staff.



Mr. Ennis said that in relation to large deferred maintenance infrastructure needs all said the issue should be documented and prioritized from the start. They said in terms of how it is approached and who would pay for what would largely depend on the length of the contract. The longer the contract the higher the possibility or percentage of work being done by the contractor. He said several of them advised ASP to seek examples from the National Park Service in their practice of taking gross revenues off of the top and setting them aside for annual capital needs.

Mr. Ennis said the RFI Team was surprised that one company said they would be willing to entertain the concept of one-year contracts. All of them said the ability to renew contracts is very important. Some said they would not be interested in having ASP staff at the park for law enforcement or other tasks. In this case they would prefer to contract out to local sheriffs or private services. Others said they would be fine with ASP staff there but it would have to be financially viable.

Mr. Ennis said they were asked about community partnerships. One said they were not interested in working with the communities. One said they would be interested in working with the communities, and another said ASP should take the lead on the community partnerships.

Mr. Ennis said staff continues look at the basic costs of park rent, utilities and overhead and will share those when they are complete. Staff continues to work with the BLM and the Forest Service regarding land restrictions concerning concessions on ASP properties.

Mr. Landry said he wanted to remind the public that the Board's guiding principle is they want to encourage any way to get the most for the buck in services. He said they want to be aggressive on privatization but there are some minimums. One is that it must be a net revenue increase overall for ASP. Two is that ASP has three core responsibilities: law enforcement, habitat management and environmental education. He said that doesn't mean the private sector couldn't do those but ASP has minimum standards of service that the public should receive. He said picking up the trash and some of the routine maintenance are not ASP's big cost centers. ASP's current staff are jacks-of-all-trades. They do everything.

Mr. Landry said he has absolute commitment to privatization and absolute commitment to leverage everywhere ASP can in all matters. He said he hoped the next step would be specific potential deals in the form of an RFP. Hopefully an RFP could be structured in such a way that ASP could negotiate and get to the best and final offers. Other public entities have figured ways to do this and he hoped ASP could work this out soon.

Chairman Westerhausen said she is optimistic about how aggressive ASP has been in reviewing ideas about privatization and the best ideas. She hoped ASP would continue to incorporate the partnerships that have been so successful and the volunteer base that has been critical to ASP's success.

Mr. Scalzo commented that staff did not mention if the private companies would be interested in new development such as expanding campgrounds, utility hook-ups, Contact Point, marina development, etc. He said these are things that would expand the base of revenues for both the private operator and ASP. He asked if that came up in



any dialogue. Mr. Ennis said that did come up in one conversation and the company said they would look at the entire state park system to see if there were opportunities for significant enhancements to the broad range of concessions that might be available. That might include hotels as well. He said staff did not specifically talk about Contact Point but some of the companies are very large and would have the financial horsepower to do some of these projects.

Ms. Bahl reminded the Board that ASP does not own the majority of its recreation land. It is primarily BLM patents or Forest Service permits. That issue has to be resolved. The land that ASP does own is primarily historic parks or natural areas. ASP would have the best opportunity to partner with the private sector with the recreation parks that have the higher critical mass and potential for revenue.

3. Commission on Privatization and Efficiency (COPE) Report Update

Ms. Bahl said the COPE report has not come out. It was scheduled to come out at the end of the calendar year. She said she is going to remove this from the update until it does come out.

4. State Parks Operations Status Update

Mr. Ream said staff is working on renewing and amending many of the partnerships. The operations status list and agreements list is included in this packet as Attachment A.

Mr. Ream said recently ASP renewed its agreements with Camp Verde for Fort Verde State Historic Park, Yavapai County and the Benefactors of Red Rock for Red Rock State Park and Graham County for Roper Lake. Staff has also renewed its agreement with Apache County for Lyman Lake State Park. The park will re-open on June 17, 2011.

Mr. Ream said Picacho Peak, which is open with an agreement with the Town of Eloy, would close on May 16, 2011 and re-open on September 15, 2011. He said this is due to extreme heat and reduced staffing since there is not a great deal of visitation at Picacho Peak in the summer. There will be a Ranger there the entire time working on small projects. The other Rangers will be working at busy summer parks such as Patagonia Lake or elsewhere in the state.

Mr. Scalzo said he presumed that if the Rangers live on the park then they would continue to live there or there would be some inherent security. Mr. Ream answered that the Park Manager would be assigned to that park and will be living on the park with his family. The gates will be closed and he will kindly ask people to move on. He said Picacho Peak is a large park with many possible entrances and it doesn't mean people won't be able to get on the park but ASP will discourage its use.

Mr. Ream said Oracle is still closed but the Friends group is doing projects there getting the park up and going. Mr. Everett said the Friends group had an event at Oracle and asked if there were any result totals on the success of the event. Mr. Ream said he did not have the totals on hand but knows that they sold all of the tickets.



Mr. Armer commented that he, Mr. Ream and Ms. Bahl met with those now running Tubac Presidio State Historic Park. They are encouraged that they would be able to continue the operation for at least one more year. He said he also was in Yuma and visited with the Chamber and the City of Yuma and said they are doing a great job with Yuma Quartermaster Depot and Yuma Territorial Prison.

5. State Park Construction Project Update

Mr. Ream said the Lost Dutchman State Park project is 90% complete. The restroom/shower building was set to open on May 13, 2011 and the electrification of campgrounds was due to be completed on May 19, 2011.

Mr. Ream said there was work being done on the Alamo Lake State Park launch ramp due to storms in the area.

Mr. Ream said there is fencing being completed to keep cattle out of the riparian area of Sonoita Creek State Natural Area.

Mr. Ream said the campground electrification project at Patagonia Lake State Park is 65% complete.

Mr. Ream said the restroom/shower building is almost complete at River Island State Park (part of Buckskin Mountain State Park). It is due to be completed by May 16, 2011.

Mr. Ream said also being completed at River Island is a portable water system that is required by the Arizona Department of Environmental Quality (ADEQ).

Mr. Scalzo asked if there are major concessions at Buckskin Mountain State Park. Mr. Ream answered affirmatively. He said Buckskin has one of ASP's largest concessions.

Mr. Ream said there is a shade structure being completed at Cattail Cove State Park since it is one of the hottest parks. There will be an ice vending machine installed there.

6. Sponsorship and Donation Policy Update

Mr. Ream said at the February 23, 2011 Parks Board meeting, the draft Sponsorship and Donation policy was presented to the Board and the Board authorized staff to send out for public comment.

Mr. Ream said staff received comments from four groups who are all affiliated friends groups. Staff is now making edits using the comments received. Staff decided after receiving the comments that there was a need for two documents. One document will be the Sponsorship Policy. This one would help staff follow the Board's direction in how we handle sponsorships and donations. The other document would be guidelines using simple language and used by the Friends groups to help them navigate the policy.

Mr. Ream said when both documents are completed they will be brought back to the Parks Board for future consideration.

7. 2011 Legislative Session Recap

Mr. Ziemann said the Legislature adjourned on April 20, 2011.

Mr. Ziemann said Senate Bill (SB) 1332 would have potentially limited ASP's ability to run a website. This bill died.



Mr. Ziemann said SB 1531 would have made the Parks Board and the Executive Director serve at the pleasure of the Governor. That bill was never heard in committee and also died.

Mr. Ziemann said SB 1612 and 1624 were the two budget bills that dealt specifically with ASP. Governor Brewer signed these bills.

Mr. Ziemann said House Bill (HB) 2196 would have granted the authority to the Board to contract with private vendors and parkland had to remain in the public hands. The bill was not heard and died.

Mr. Ziemann said HB 2227 prohibits sweeps of any agency donations. Governor Brewer signed this bill.

Mr. Woodling asked if the Legislature could still sweep interest that is left in that account. Mr. Ziemann answered no.

Mr. Ziemann said HB 2239 replaces one of the cattle industry appointees with a tourism professional. The current members of the Board will continue to serve until their terms expire. Then a tourism professional would become a permanent member of the Parks Board.

Mr. Ziemann said HB 2314 transfers the administration of the Law Enforcement Boating Safety Fund (LEBSF) to the Game and Fish Department effective FY 2013. He said on the last night of the session additional provisions were added to the bill. One is the creation of a State Fee Commission. The other is they gave \$1,000 to the State Lake Improvement Fund from the Racing Regulation Fund.

Mr. Ziemann said HB 2394 was the bill for the Sustainable State Parks Fee. This bill was never heard and died.

Mr. Ziemann said HB 2524 was a strike everything bill to re-establish the State Parks Heritage Fund. There was no vote in the primary committee and died.

Mr. Ziemann said there were two retirement bills that were heard that affect all State Employees. He said HB 2024 revises the Arizona State Retirement System. New hires are now not eligible for health insurance for the first 90 days of employment and are not eligible to join the retirement system for the first 6 months of employment. Governor Brewer signed that bill.

Mr. Ziemann said SB 1609 dealt with all the various retirement systems in the state. They made some changes to those retirement systems including the 80-point system is maintained for those employees hired prior to July 1, 2011. For employees hired after July 1, 2011, the point system changes to 85 points. In addition, the rate goes up for what ASP is asked to contribute for employees. There were a few more sundry changes that would be of interest to ASP's employees and would also increase the cost the agency would have to pay.

Chairman Westerhausen said she would use her discretion and move the action items under letter J on the agenda next.



J. BOARD ACTION ITEMS

- 1. Off-Highway Vehicle Advisory Group (OHVAG) Issues** – The Arizona State Parks Board may vote to take a position or provide direction to staff concerning the Off-Highway Vehicle Advisory Group, including but not limited to, membership, expenses and administration (see report for details).

Mr. Ziemann said ASP's primary responsibility with the Off-Highway Vehicle Recreation Fund is to get funds and projects on the ground. At the November Parks Board meeting, the various advisory committees come and address the Board and discuss whatever issues are on their mind. The Off-Highway Vehicle Advisory Group (OHVAG) came and presented at that meeting and had a list of six items they had concerns about. The Parks Board asked Mr. Ziemann to go and meet with the OHVAG and he did that on February 25, 2011.

Mr. Ziemann said at the March 17, 2011 Parks Board meeting, some additional issues were raised and the Board asked for this Board report to be placed on this agenda. There are nine issues that have been raised. The issues and the staff comment are listed on the Board Action Report attached to these minutes as Attachment B.

Mr. Ziemann noted that on Issue #6 the OHVAG would vote on the issue at its meeting on May 20, 2011. OHVAG would then have a recommendation and it would come to the Parks Board at its meeting in June.

Chairman Westerhausen asked if there was a staff recommendation on Agenda item J-1. She asked if it is simply something the Board could take action on if the Board wishes. Mr. Ziemann answered that these issues have been raised in public before the Parks Board and the Board has the authority to take action on any of these. From staff's perspective, this is informational only, but whether the Board takes action is up to the Board.

Chairman Westerhausen said she told Mr. Savino that she would like to come with Ms. Bahl to the OHVAG meeting on May 20, 2011.

Mr. Landry said a suggestion to how the Board proceeds, since they are here, he said he would like to offer members of the audience that care about the issue to make brief comments to the Board before the Board discusses it. Mr. Landry noted that staff has done exactly what the Board directed.

Chairman Westerhausen said she would also like to hear from the Off-Highway Vehicle community about the issues that are raised on item J-1.

Jeff Gursh, from the Off-Highway Vehicle Coalition and Arizona Trail Riders, said it is very difficult for the public to understand how the Board's protocol and rules work. He said with his Board they have a way to fill positions so that there are no issues with quorums. He suggested there be a clause when the Board appoints committee members that would allow for an emergency appointment of a committee member. His group understands that in the future they could promote the decal program and they would be able to look at putting more money back into staff. He said for right now it is not something they could do. As for travel reimbursements, right now the money spent on travel is brutal. He said he is spending at least \$1,500 per day on diesel fuel to run



the projects. It makes it difficult to get around to meet different people in the state to get them to join the Coalition. He suggested helping OHVAG with fuel costs to help them when they are doing promotional items of the decal program. That could make it feasible for OHVAG members to get there. On the website, he said he had found in other states is that each state has a different way of managing its OHV use. He said you may want to link the new ASP OHV website to other states OHV websites.

Mr. Landry said there are two fundamental problems. He said Arizona is in the worst recession and the worst state budget crisis ever. He urged the OHV supporters to go to the legislature and get more money. He said he thought the website suggestion was good and he know staff is aggressively pursuing that. He said ASP has policies, rules and procedures because a public agency has to be consistent and fair.

John Savino, Chair, Off-Highway Vehicle Advisory Group, noted that he is not against Ms. Bahl and Mr. Ziemann. He said he is trying to save State Parks. He said there is \$900,000 per year that goes from the OHV industry into the State Parks operating budget. That does not count the \$1.8 million that is used out in the field. He said there are people that want to move the OHV monies to the Game and Fish Department but Mr. Savino said he does not want that. He said in its inception the OHVAG was appointed by the Governor and then it was moved to State Parks.

Mr. Savino said OHVAG recommends an OHV industry person being on the Parks Board. He said the only time staff mentioned OHV in their updates was during the revenue update. He said this item was mentioned because OHV just wanted a bit more recognition.

Mr. Savino said the intent on filling a vacant position was to get out and help ASP by getting out more and promoting OHV use. He said he does not want any of the \$900,000 but he would like some of the \$1.8 million to get out and help ASP.

Mr. Savino said the issue about getting hats and such items was blown out of context. He said the issue is that OHVAG needs some identification when they are out presenting themselves to land managers such as BLM and the Forest Service. OHVAG would like to go out and see the projects before OHVAG votes on the projects so the money is spent appropriately. He said OHVAG wants the tools to be able to do that. He said there is a National Trails Symposium and OHVAG would like to have a booth there and have some kind of recognition that is more than just business cards.

Mr. Savino said the \$1.8 million said the OHVAG would like to set up a budget using some of this money and that could be used for travel reimbursement to the OHVAG.

Mr. Savino said he agreed with Mr. Ziemann on the website issue. OHVAG would like a separate website from the ASP website to promote OHV use.

Mr. Savino said that staff is not presenting the OHVAG recommendation to the Board. He said prior to the November Board meeting, OHVAG had a meeting with grant extensions presented to them. At that meeting OHVAG decided not to rubber stamp the extensions and instead take a stance on them and hold the landowners and other people who have the grants responsible and have them come before OHVAG and explain why the project had not been completed. He asked if staff had a different



recommendation for the Board that staff let OHVAG know before it is presented to the Board.

Mr. Savino said he understands that if he were on the Parks Board he wouldn't want everyone to be able to contact him. He asked for some type of communication such as letting the Chairman speak at Board meetings to be upfront and handle the issues. He said the OHVAG is an advisory group to the State Parks Board not to the State Parks Executive Staff.

Mr. Savino said OHVAG would like to see the monies spent in-house instead of partnering with the BLM on the Ambassador program. He said ASP used to have employees on ASP staff working on the OHV program. Those employees no longer work at ASP but now staff is giving money to BLM to hire someone instead of having someone on ASP staff. He said the Board approved \$110,000 to go to the Ambassador program out of OHV dollars but the funds never came in front of OHVAG. He said he has never seen an itemized expense account for the Ambassador program.

Chairman Westerhausen proposed the Board defer this issue until after she has the opportunity to meet with the OHVAG in public. She said the Board could do that if there is a unanimous vote to defer. Ms. Hachtel said the Board could determine if it is just agenda item J-1 that they want to defer and then see if any of the Board members have any objection to deferring that item to a different Parks Board meeting or if there are objections then the Board could do it by motion.

Larry Landry: I move that the Arizona State Parks Board defer agenda items J-1 and J-2 to a future Board meeting which would allow the Chairman of the Arizona State Parks Board time to meet with the Off-Highway Vehicle Advisory Group.

Mr. Armer seconded the motion and commented that this was the request of Mr. John Savino and the Off-Highway Vehicle Advisory Group. He said this should take place no later than August since the June Parks Board meeting will be about the budget.

Mr. Scalzo said he had a problem deferring agenda item J-2. He said the Board is trying to find a quicker way to fill the Advisory Committee vacancies. He said he thought everyone is in agreement on having appointments more frequently.

Mr. Landry said he agreed and amended his motion.

Larry Landry: I move that the Arizona State Parks Board defer agenda item J-1 to a future Board meeting which would allow the Chairman of the Arizona State Parks Board time to meet with the Off-Highway Vehicle Advisory Group.

Mr. Armer seconded the amended motion. The motion passed unanimously. The Arizona State Parks Action Report on this agenda item is attached to these minutes as Attachment B.



2. **Consider Semi-Annual Membership Solicitation for all Arizona State Parks Board Appointed Advisory Committees** – Staff recommends that the Arizona State Parks Board direct staff to conduct a public solicitation to find qualified people interested in serving on the Board's Advisory Committees twice per year.

Mr. Ziemann said OHVAG took action at its August 8, 2010 meeting to fill a vacant position. OHVAG said this position has not been presented to the Board. Mr. Ziemann said staff recommends the Arizona State Parks Board conduct public solicitation to find qualified people interested in not only serving on the OHVAG but all of the Board's Advisory Committees twice per year where there are vacancies that are to some degree resulting in quorum issues.

Mr. Ziemann said the Board made a decision several years ago to try to deal with some of these big issues on an annual basis so that they could use the necessary time to focus on issues. Prior to the Board doing that, there were grant issues at every Parks Board meeting. It was hard for the Board, who is engaged once a month, to understand the variety of grant programs, variety of extension issues so they asked to deal with all of those at once. Then the Board was appointing advisory group members continuously throughout the year. The Board made a policy decision several years ago to try to deal with that once a year. Now staff is finding that there are some vacancies on these advisory committees that the Board appoints that are either not filled or serving terms that have expired. For the OHVAG, there are two of the seven positions are either vacant or someone is serving whose term has expired. On the Natural Areas Advisory Group, there are four such members. On Historic Preservation Advisory Group, there are three members. On Arizona State Committee on Trails (ASCOT) there are none.

Mr. Ziemann said ASP has this issue to some degree on the various advisory committees. Staff recommends these appointments be put on the Board's agenda twice per year instead of once per year in November. This way if there are spots open they could be on the Board's agenda halfway through the year and try to fill those so that the membership on the committees remains full.

Bill Scalzo: I move that the Arizona State Parks Board direct staff to conduct a public solicitation to find qualified people interested in serving on the Board's Advisory Committees twice per year.

Mr. Landry seconded the motion and commented that solicitation should begin immediately. He noted that he knows of some environmental groups that want input and have shown interest and it should also be outreached to the BLM and the US Forest Service. He said they might be able to identify good candidates.

Mr. Armer asked if this should be effective for FY 2012 rather than immediately. Mr. Landry said he would like to hear what staff thinks about this. Ms. Bahl said if the Board's action is to go out immediately for semi-annual solicitation then it would be a very compressed solicitation period in order to get back to the Board in June. Otherwise, staff would come back to the Board in September and it would have less



meaning if staff came to the Board in September and then again in November. If the Board chose the compressed solicitation period then come back to the Board in June and then again in November for 2011. She would then recommend to come back to the Board in May of 2012 so it there would be more time for solicitation and then again in November 2012.

Chairman Westerhausen asked if that would leave OHVAG still with no quorum and empty seats if this was the semi-annual appointments did not take effect until FY 2012. Ms. Bahl answered that at best with all of the advisory committees, staff would bring new appointment candidates to the Board in June. Chairman Westerhausen said she understood that there was an OHVAG appointment that had already gone through the solicitation progress. Ms. Bahl said on-going openings are advertised on ASP's website for all the advisory committee positions so people could apply at any time throughout the year. Each committee has a certain month that they consider these applications. The Parks Board then considers them in November. She said if someone applies in February, traditionally the procedure is that the Parks Board considers the application in November. She said staff was at fault by putting action on the OHVAG agenda in February with a person who had applied. It was stated at the meeting that the Board would wait until the normal cycle or the Board would create a semi-annual cycle. She said with OHVAG, however, staff should have brought it to the Board with a negative recommendation or with a recommendation to change the policy not because of the person but because there was no solicitation statewide or otherwise. This person just happened to find it on the website. She said if solicitation were to begin immediately then the Board would consider appointments at the June meeting.

[Mr. Landry left at 12:30pm].

Chairman Westerhausen asked Mr. Savino if he had comment. Mr. Savino said Mr. Jack Hickman applied in February through the same process that everyone else goes through. He said he agreed with having appointments twice per year. He said the term limits are for three years and they expire in December. This cannot be solicited until December. Then it comes before OHVAG in February and it won't be brought before the Board until June. He said if he was Jack Hickman he would walk. He said, personally, it took a year-and-a-half to get on OHVAG. He said the process is ridiculous and he would like the Board to defer this action. He said OHVAG feels that it is not ASP's responsibility to get someone to fill its positions. He said the OHVAG knows best who to get to fill these positions that would help enhance the OHV community.

Mr. Scalzo said if the Board does not take this action then the earliest the Board would make these appointments would be in November. He thought it ridiculous not to support this. He said he was sorry to Mr. Savino but he did not understand his comments at all. He noted that the advisory groups are advisory to the Board and the Board makes the appointments. He asked Mr. Savino if he would like to change that because that is not permissible, as he understands the statutes. Mr. Savino said he is not asking the Board to change that. He asked why there is not a single mention of Mr. Jack Hickman in this process. He said now there would not be until July or August until he is to get on board. That would leave OHVAG with two vacant positions.



Chairman Westerhausen asked if the Board decides to do the compressed solicitation period and people, including Mr. Hickman, would apply to fill the vacancy. She noted the Board does not currently have a process in place such as an emergency clause to appoint Mr. Hickman now. Ms. Bahl said the current procedure of the State Parks Board is to take action in November. If the Board would like to do semi-annual or some other time then the Board could take that action today. The earliest it would be brought to the Board would be June in that case since that is the next Board meeting. It would not be just Mr. Hickman but anyone who applies for any vacancy on Parks Board appointed committees. The action would be taken in June and then there would be another solicitation in the fall for Board action in November. She said she thought the issue was that Mr. Savino is saying the next OHVAG meeting is not until after June. Even though the Board would appoint these in June, the next OHVAG meeting would not take place until after that.

Mr. Woodling asked if the Board takes this action and goes with the motion, Mr. Hickman and anyone else the Board approved could then serve after the June meeting. Ms. Bahl answered affirmatively.

Mr. Gursh asked if the Board made the change today then the Board would review applicants in June including Mr. Hickman but another person could get the position. Ms. Bahl answered that the Board would consider all eligible candidates. Chairman Westerhausen noted that Mr. Gursh had recommended an emergency appointment of Mr. Hickman. Ms. Bahl said the fact of the matter is that it is not on the agenda so the Board could not take any other action today. The soonest the Board could take action with a regular meeting would be by using Mr. Scalzo's motion that was seconded by Mr. Landry to do appointments on a semi-annual basis.

Chairman Westerhausen said in light of the restrictions that we have based on the open meeting law, she would rather get this process moving forward this year than waiting another year.

Mr. Savino asked why it was not brought up in March or at the current meeting. Chairman Westerhausen answered that she thought the Board did not understand the nuances and they are being cleared at this meeting.

The motion carried with five members voting for it, one against it and Mr. Landry absent. The Arizona State Parks Action Report on this agenda item is attached to these minutes as Attachment C.

3. Consider Policy on Board Member Contact Information to Share with the Public - Staff recommends that the Arizona State Parks Board approve a policy on what contact information will be shared with the public including mailing address, email address and phone number.

Ms. Enriquez said members of the general public frequently call the State Parks offices and ask for Board members phone numbers and emails. We also receive mail addressed to the Board.

Ms. Enriquez said currently staff does not give out Board members personal or work phone numbers or emails but tell people to send any correspondence to the main Parks



address. Staff then notifies the Board about this information through emails or when Board members are next in the office.

Ms. Enriquez said through this action today, the Board should decide on a policy that will work for all Board members. The Board could keep the current method of contact information through the Parks offices and staff. The Board could direct staff to distribute only work phone numbers, emails or addresses. The Board could also direct staff to distribute any information on file including home phone numbers and emails to the general public.

Ms. Enriquez said staff does not have a specific recommendation for these options but the Board should decide on one of them or choose another option and make that its policy.

Mr. Armer said it seemed as if the public is able to find his home number through the Internet and not through staff and so he doesn't have a problem with staff giving out his home number.

Mr. Scalzo said he agreed with Mr. Armer.

Chairman Westerhausen asked what it meant to have contact information "on file." She said then it sounded as if the Board had its own discretion on what is put "on file." Ms. Enriquez said "on file" refers to a list that is distributed to the Board members and Executive Staff each year. She noted that on this list, some Board members do not have their home phone numbers but it is contact information that the Board members have given staff to use to contact them. She said if the Board chose to allow staff to distribute this information then it would be available to the general public upon request.

Mr. Woodling asked why this is an issue right now. Ms. Bahl said the OHVAG initially requested that your personal information be shared. She said the policy was to share office information but this would make it available for advisory committees, the general public or anyone who requested it.

Mr. Woodling said the OHVAG requested it only for the members and not for the general public. Ms. Bahl said once the Board's personal information is out there then staff could not control it.

Mr. Woodling said that then he is in favor of keeping it the way it is by going through staff. Chairman Westerhausen said what was brought to light was that the Board did not have a policy except to go through staff. She asked if the Board had functioning State Parks email addresses. Ms. Bahl answered no.

Chairman Westerhausen asked if there needed to be a motion. Ms. Hachtel said no. Chairman Westerhausen said then it would stay the way it is by people going through staff.

I. DISCUSSION ITEMS

8. Strategic Plan Progress

Ms. Bahl said the Board approved a strategic plan in October of 2010. She said it had five main goals to it. Staff has continually been working to reach these goals and there



is a status update. She said it is important to staff to report to the Board in a meaningful and understandable way for the Board and the public. The Board may want to give staff feedback at a future date on whether the format in the report (Attachment D of these minutes) is working. She said Mr. Ziemann would go over staff's progress with the Board. She said there were also a few changes that are seen on the report as ~~strikeout~~/underline. This would be up for approval from the Board at the June meeting but the Board may view them now. The intent of staff was to make the objectives more clear and have more meaning.

Mr. Ziemann said the changes and tweaks of the language that the Board approved in October is in red. The only change that staff is proposing to make to the language that the Board adopted is in red and there is a strikethrough. The remainder that you see in blue italics is the measures that staff has compiled under each of these Objectives. He said it is critical to understand that this needs to be a dynamic document. The document will change continuously as new opportunities, new threats, etc. present themselves. He said there is no action needed on this today but staff wanted to present this and give it to the Board so it could be discussed again in June and Board could start to synthesize the measures that staff has on the document. Staff is asking the Board to start to consider whether this meets the Board's expectation and whether the Board thinks the public is going to be able to look at these and understand what ASP is trying to do strategically or are there alternatives or additional performance measures that should be adopted. That is the kind of input staff will look for at the June meeting.

Mr. Scalzo commented that there is statistical analysis on each of these objectives and they are measureable as anything like this should be. He said the information is right on target.

9. Arizona Highways/Arizona State Parks Partnership

Mr. Ziemann said staff last provided the Board with an update on this program in November 2010. This information was updated in March. There have been 591 subscriptions and the donations to Parks total almost \$3,000. The breakout of each park total was included in the Board packet.

10. Agency Management Performance Plan

Ms. Bahl said one of the items the Board challenged the Director with when they hired her was to create an evaluation plan for the Director and all of ASP's uncovered employees. She said by Department of Administration rule (DOA), the covered/protected employees have an ongoing performance evaluation but there is not a rule for uncovered employees. Staff has been working with DOA and has looked at other performance plans and evaluations and has created a draft that would be used both for Ms. Bahl and for all ASP's uncovered employees. It includes three main topics: key job duties of each position, how that position helps achieve Strategic Plan goals, and unanticipated accomplishments. The unanticipated accomplishments are things that have come up throughout the year that took a lot of time or resources that were a great achievement but never initially thought of. Ms. Bahl suggested to Chairman Westerhausen that she appoint one Board member to work with the Executive Director to develop a performance plan for her and that plan would be reviewed by the entire



Board on whatever basis the Board decides. In return, Ms. Bahl would work with the Assistant Directors and the agency management/uncovered employees to develop and approve their plans. She said it is important these all link together and staff is on the same path.

Chairman Westerhausen said the Executive Director is one component of the uncovered employees and one Board member should work with her to develop her performance plan and then the Executive Director will work on performance plans for the Assistant Directors who are also uncovered. Ms. Bahl said she would work with the Assistant Directors and all of the uncovered employees.

Chairman Westerhausen asked Mr. Armer if he would work on that with Ms. Bahl. Mr. Armer said he would be glad to.

Chairman Westerhausen said she would leave to Mr. Armer and Ms. Bahl what the next steps would be and when they would be ready to speak about that again.

K. TIME AND PLACE OF NEXT MEETING AND CALL FOR FUTURE AGENDA ITEMS

- 1. Staff recommends that the next Arizona State Parks Board Meeting be on Wednesday, June 22, 2011 and Thursday, June 23, 2011 at University Park Marriott in Tucson, AZ.**
- 2. Board members may wish to discuss issues of interest to Arizona State Parks and request staff to place specific items on future Board meeting agendas.**

L. ADJOURNMENT

Ms. Baier motioned to adjourn. Mr. Armer seconded the motion. The motion passed unanimously with Mr. Landry absent. The meeting adjourned at 12:51pm.

Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the acting ADA Coordinator, Nicole Armstrong-Best, (602) 542-7152; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

Tracey Westerhausen, Chairman

Renée E. Bahl, Executive Director

Title: Operations Status Update Attachment
Date: May 11, 2011
Agenda Item #: I-4
Attachment A

A. Parks that were Never Scheduled to Close:

1. Buckskin Mountain State Park (SP)/River Island
2. Catalina SP
3. Cattail Cove SP
4. Dead Horse Ranch SP
5. Fool Hollow Lake Recreation Area
6. Kartchner Caverns SP
7. Lake Havasu SP
8. Patagonia Lake SP
9. Slide Rock SP

B. Parks Operated by Arizona State Parks staff through Partnership Support:

Park	Partner
1. Alamo Lake SP	La Paz County-\$30K
2. Fort Verde SHP	Town of Camp Verde -\$105K; Agreement Extended to June 30, 2011
3. Homolovi SP	Hopi Tribe - \$175,500.
4. Jerome SHP	Yavapai County-\$30K
5. Lost Dutchman SP	Friends of Lost Dutchman -\$24K
6. Picacho Peak SP	City of Eloy-\$20K. Park will close on May 16 and reopen on Sept.15
7. Red Rock SP	Yavapai County, Benefactors-\$70K
8. Riordan Mansion SHP	Arizona Historical Society, Riordan Action Network-\$78K
9. Roper Lake SP	Graham County
10. Tonto Natural Bridge SP	Town of Payson-\$15K; Star Valley-\$5K; Friends of Tonto Natural Bridge-\$10K

Title: Operations Status Update Attachment
Date: May 11, 2011
Agenda Item #: I-4

C. Parks Operated by Partners with no State Parks staff:

Park	Partner
1. Boyce Thompson Arboretum SP	University of Arizona & Boyce Thompson Foundation
2. McFarland SHP	Town of Florence
3. Tombstone Courthouse SHP	City of Tombstone
4. Tubac Presidio SHP	Santa Cruz County & Tubac Historical Society; Agreement renewed effective April 1, 2011
5. Yuma Territorial Prison SHP	City of Yuma
6. Yuma Quartermaster Depot SHP	City of Yuma

D. Parks that are Currently Closed to the Public:

1. Lyman Lake SP	Apache County to provide \$22,000 for seasonal operation. Park will reopen June 17, 2011. Parks Board directed staff to draft an RFP for park operations. Letter submitted to BLM on December 22, 2010.
2. Oracle SP	RFP for 3 rd party operations closed on October 6, 2010. No bids submitted. Re-evaluating options.
3. San Rafael State Natural Area (SNA)	Grazing special use permit implemented, no public access.

Arizona State Parks Board Action Report

Agenda Item #: J-1

Attachment B



Title: Off-Highway Vehicle Advisory Group (OHVAG) Issues
Staff Lead: Jay Ziemann, Assistant Director
Date: May 11, 2011

Status to Date:

At the November 17, 2010 Arizona State Parks Board (Board) Meeting, a representative of the Off-Highway Vehicle Advisory Group (OHVAG) presented the annual report on behalf of the group. Six issues were presented for consideration. On February 25, 2011, Jay Ziemann, Assistant Director, Partnerships, attended the OHVAG meeting to discuss the issues that were presented at the November Board Meeting. At the March 17, 2011 Arizona State Parks Board meeting, an OHVAG representative revisited some of the issues presented to the Board at the November meeting, and presented three new issues.

The issues and staff comments are as follows:

1. OHVAG recommends that one Arizona State Parks Board member be appointed to represent Off-Highway Vehicle (OHV) interests.
 - Staff comment: Arizona State Parks Board membership is established in statute (A.R.S. §41-511), and this would require a statutory change. The next citizen-at-large position will be open in two years. The Governor may include a person with off-highway recreation interests, or any other affiliation for a member at large.
2. OHVAG took action at its August 8, 2010, meeting to fill a vacant position. Their recommendation was not presented to the Arizona State Parks Board until the November 17, 2010 meeting.
 - Staff comment: Please see Board Action Item #J-3.
3. OHVAG is involved in managing the OHV program that currently has two active funding sources that provide funds for administration of the program. Staff has been reduced in the OHV program area. OHVAG wants to know what is happening to the administration portion of the OHV Recreation Fund.
 - Staff comment: Arizona State Parks is not in a position to hire additional staff for the OHV program due to overall budget constraints and a hiring freeze.
4. OHVAG would like to purchase shirts, caps, business cards, or the like to identify themselves when they represent OHVAG/State Parks at public events or conducting business.
 - Staff comment: Staff suggested providing business cards for OHVAG members and also laminating some for members use. The card could be printed on both sides with personal identification information and agency affiliation on one side, and promotional information on the reverse side. Information could, for example,

Arizona State Parks Board Action Report

Agenda Item #: J-1

Attachment B

promote the “sticker fund” and provide a website link. OHVAG was receptive to this suggestion. Staff does not support using public funds to buy advisory committee members caps, shirts and other apparel.

5. OHVAG members would like to be reimbursed for travel expenses.
 - Staff comment: Due to budget constraints, none of the advisory committees or members of the Arizona State Parks Board are being reimbursed for travel at this time.
6. OHVAG expressed an interest in having an OHV website and asked what would be the best way to fund a statewide OHV website/webmaster and newspaper.
 - Staff comment: Staff offered a couple of suggestions. First, Arizona State Parks already hosts an OHV section on the current agency website and provides information such as grants for projects, continuation of ambassador program, and other pertinent information. Rather than creating a new website, staff suggests enhancing the existing one. Second, if OHVAG wishes to have a new domain name (e.g. ATVAZ.com; OHVAZ.com have been mentioned), one could be purchased that then directs searchers to the existing State Parks OHV webpage. Staff also suggested contracting with a part-time person to collect OHV information from sources throughout the state to provide to our agency Webmaster to post onto the website. OHVAG was receptive and enthusiastic to these suggestions. These items will be included in the budget discussions for the OHV program at the June 2011 Arizona State Parks Board meeting.
7. OHVAG expressed concern that issues are not being presented to the Arizona State Parks Board or are being changed prior to their knowledge.
 - Staff comment: Per Arizona State Parks Board policy, anytime a committee recommendation differs from the staff recommendation, both recommendations are presented to the Board. A representative from the committee is invited to present the viewpoint on behalf of the committee.
8. OHVAG requests contact information for Parks Board members.
 - Staff comment: Please see Board Action Item #J-3.
9. OHVAG would prefer to have OHVAG funds spent in-house versus through the Bureau of Land Management (BLM).
 - Staff comment: Transitioning control of the OHV Ambassador Program to BLM was the appropriate thing to do as most program activities were being conducted on BLM land. The BLM has done an excellent job of maintaining and building the program. They have borne staff and support costs. They have also established a good record of “best practices” that is now being shared with the new OHV Ambassador Program Expansion grant recipient. OHVAG is being included on the “governing council” for the

Arizona State Parks Board Action Report
Agenda Item #: J-1
Attachment B

program that has recently been established under a memorandum of understanding with the major program sponsors: USDA Forest Service Region 3, BLM-AZ State Office, Arizona Game & Fish Department and Arizona State Parks.

The Arizona State Park Board and staff remain committed to the goal of responsibly and efficiently getting OHV projects funded and projects on the ground.

Time Frame:

Managing the relationship with OHVAG (and all Advisory committees) is ongoing.

Staff and Financial Resources:

These efforts fall within the ongoing work responsibilities of agency staff.

Relation to Strategic Plan:

Communications Goal: To effectively communicate with the public, policy makers, our partners, our peers and ourselves.

Relevant Past Board Actions:

An OHVAG member addressed the Board at the November 17, 2010, meeting in Apache Junction, and again at the March 17, 2011, meeting in Winslow.

Board Members	Aye	Nay	Absent	Abstain	Comments
Tracey Westerhausen	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walter Armer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Reese Woodling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Larry Landry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Alan Everett	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
William Scalzo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Maria Baier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Approve <input checked="" type="checkbox"/>	Deny <input type="checkbox"/>	Amend <input type="checkbox"/>			

Motion:

Larry Landry: I move that the Arizona State Parks Board defer agenda items J-1 and J-2 to a future Board meeting which would allow the Chairman of the Arizona State Parks Board time to meet with the Off-Highway Vehicle Advisory Group.

Mr. Armer seconded the motion and commented that this was the request of Mr. John Savino and the Off-Highway Vehicle Advisory Group. He said this should

Arizona State Parks Board Action Report
Agenda Item #: J-1
Attachment B

take place no later than August since the June Parks Board meeting will be about the budget.

Mr. Scalzo said he had a problem deferring agenda item J-2. He said the Board is trying to find a quicker way to fill the Advisory Committee vacancies. He said he thought everyone is in agreement on having appointments more frequently.

Mr. Landry said he agreed and amended his motion to: I move that the Arizona State Parks Board defer agenda item J-1 to a future Board meeting which would allow the Chairman of the Arizona State Parks Board time to meet with the Off-Highway Vehicle Advisory Group.

Mr. Armer seconded the amended motion. The motion passed unanimously.

Board Questions/Comments:

Chairman Westerhausen asked if there was a staff recommendation on Agenda item J-1. She asked if it is simply something the Board could take action on if the Board wishes. Mr. Ziemann answered that these issues have been raised in public before the Parks Board and the Board has the authority to take action on any of these. From staff's perspective, this is informational only, but whether the Board takes action is up to the Board.

Chairman Westerhausen said she told Mr. Savino that she would like to come with Ms. Bahl to the OHVAG meeting on May 20, 2011.

Mr. Landry said a suggestion to how the Board proceeds, since they are here, he said he would like to offer members of the audience that care about the issue to make brief comments to the Board before the Board discusses it. Mr. Landry noted that staff has done exactly what the Board directed.

Chairman Westerhausen said she would also like to hear from the Off-Highway Vehicle community about the issues that are raised on item J-1.

Mr. Landry said there are two fundamental problems. He said Arizona is in the worst recession and the worst state budget crisis ever. He urged the OHV supporters to go to the legislature and get more money. He said he thought the website suggestion was good and he know staff is aggressively pursuing that. He said ASP has policies, rules and procedures because a public agency has to be consistent and fair.

Chairman Westerhausen proposed the Board defer this issue until after she has the opportunity to meet with the OHVAG in public. She said the Board could do that if there is a unanimous vote to defer. Ms. Hachtel said the Board could determine if it is just agenda item J-1 that they want to defer and then see if any of the Board members have any objection to deferring that item to a different Parks Board meeting or if there are objections then the Board could do it by motion.

Arizona State Parks Board Action Report
Agenda Item #: J-2
Attachment C



Title: Consider Semi-Annual Membership Solicitation for all Arizona State Parks Appointed Advisory Committees
Staff Lead: Jay Ziemann, Assistant Director
Date: May 11, 2011

Recommended Motion:

I move that the Arizona State Parks Board direct staff to conduct a public solicitation to find qualified people interested in serving on the Board's Advisory Committees twice per year.

Status to Date:

It has been Arizona State Parks Board policy to fill vacant positions for all Advisory Committees once a year in November after advertising for all vacancies. In addition to the Off Highway Vehicle Advisory Group (OHVAG), the Arizona State Committee on Trails (ASCOT), and the Natural Areas Program Advisory Committee (NAPAC) are also struggling with quorums due to vacancies. With Board approval, staff will conduct public solicitation twice per year to find interested and qualified Arizonans to serve on Advisory Committees.

Time Frame:

In order to be more responsive to OHVAG's concerns, staff proposes to advertise immediately, and ideally, have candidates for the Board to approve at the June 2011 meeting. In subsequent years, Advisory Committee vacancies would appear on May and November agendas.

Staff and Financial Resources:

Because we no longer have an Advisory Committee coordinator, this responsibility will fall to Partnerships staff. There will also be some nominal costs associated with the solicitation.

Relation to Strategic Plan:

Communications Goal: To effectively communicate with the public, policy makers, our partners, our peers and ourselves.

Relevant Past Board Actions: N/A

Arizona State Parks Board Action Report
Agenda Item #: J-2
Attachment C

Board Members	Aye	Nay	Absent	Abstain	Comments
Tracey Westerhausen	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walter Armer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Reese Woodling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Larry Landry	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Alan Everett	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
William Scalzo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Maria Baier	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Approve <input checked="" type="checkbox"/>	Deny <input type="checkbox"/>	Amend <input type="checkbox"/>			

Amend as follows:

Board Questions/Comments:

Mr. Landry commented that solicitation should begin immediately. He noted that he knows of some environmental groups that want input and have shown interest and it should also be outreached to the BLM and the US Forest Service. He said they might be able to identify good candidates.

Mr. Armer asked if this should be effective for FY 2012 rather than immediately. Mr. Landry said he would like to hear what staff thinks about this. Ms. Bahl said if the Board's action is to go out immediately for semi-annual solicitation then it would be a very compressed solicitation period in order to get back to the Board in June. Otherwise, staff would come back to the Board in September and it would have less meaning if staff came to the Board in September and then again in November. If the Board chose the compressed solicitation period then come back to the Board in June and then again in November for 2011. She would then recommend to come back to the Board in May of 2012 so it there would be more time for solicitation and then again in November 2012.

Chairman Westerhausen asked if that would leave OHVAG still with no quorum and empty seats if this was the semi-annual appointments did not take effect until FY 2012. Ms. Bahl answered that at best with all of the advisory committees, staff would bring new appointment candidates to the Board in June. Chairman Westerhausen said she understood that there was an OHVAG appointment that had already gone through the solicitation progress. Ms. Bahl said on-going openings are advertised on ASP's website for all the advisory committee positions so people could apply at any time throughout the year. Each committee has a certain month that they consider these applications. The Parks Board then considers them in November. She said if someone applies in February, traditionally the procedure is that the Parks Board considers the application in November. She said staff was at fault by putting action on the OHVAG agenda in February with a person who had applied. It was stated at the meeting that the Board

Arizona State Parks Board Action Report
Agenda Item #: J-2
Attachment C

would wait until the normal cycle or the Board would create a semi-annual cycle. She said with OHVAG, however, staff should have brought it to the Board with a negative recommendation or with a recommendation to change the policy not because of the person but because there was no solicitation statewide or otherwise. This person just happened to find it on the website. She said if solicitation were to begin immediately then the Board would consider appointments at the June meeting.

[Mr. Landry left at 12:30pm].

Mr. Scalzo said if the Board does not take this action then the earliest the Board would make these appointments would be in November. He thought it ridiculous not to support this. He said he was sorry to Mr. Savino but he did not understand his comments at all. He noted that the advisory groups are advisory to the Board and the Board makes the appointments.

Chairman Westerhausen asked if the Board decides to do the compressed solicitation period and people, including Mr. Hickman, would apply to fill the vacancy. She noted the Board does not currently have a process in place such as an emergency clause to appoint Mr. Hickman now. Ms. Bahl said the current procedure of the State Parks Board is to take action in November. If the Board would like to do semi-annual or some other time then the Board could take that action today. The earliest it would be brought to the Board would be June in that case since that is the next Board meeting. It would not be just Mr. Hickman but anyone who applies for any vacancy on Parks Board appointed committees. The action would be taken in June and then there would be another solicitation in the fall for Board action in November. She said she thought the issue was that Mr. Savino is saying the next OHVAG meeting is not until after June. Even though the Board would appoint these in June, the next OHVAG meeting would not take place until after that.

Mr. Woodling asked if the Board takes this action and goes with the motion, Mr. Hickman and anyone else the Board approved could then serve after the June meeting. Ms. Bahl answered affirmatively.

Chairman Westerhausen said in light of the restrictions that we have based on the open meeting law, she would rather get this process moving forward this year than waiting another year.

Mr. Savino asked why it was not brought up in March or at the current meeting. Chairman Westerhausen answered that she thought the Board did not understand the nuances and they are being cleared at this meeting.

Attachment D

ARIZONA STATE PARKS

AGENCY STRATEGIC PLAN 2010

GOALS AND OBJECTIVES

Adopted October 20, 2010
UPDATED MARCH 31, 2011

MISSION: Managing and conserving Arizona's natural, cultural and recreational resources for the benefit of the people, both in our parks and through our partners.

VISION: Arizona State Parks is indispensable to the economies, communities and environments of Arizona.

GOAL: Resources
To provide sustainable management of our natural, cultural, recreational, economic and human resources.

Objective A. By keeping all parks economically viable and open to the public.

<i>Status</i>	<i>October 2010</i>	<i>March 2011</i>	<i>Change</i>
<i>Parks Open to Public</i>	<i>79%</i>	<i>89%</i>	<i>+10%</i>
<i>Parks Closed to the Public</i>	<i>21%</i>	<i>11%</i>	<i>-10%</i>
<i>Parks Open Full Time 7 days/week</i>	<i>68%</i>	<i>75%</i>	<i>+7%</i>
<i>Parks Open on Reduced Schedules</i>	<i>11%</i>	<i>14%</i>	<i>+3%</i>
<i>Parks Managed by ASP w/o assistance</i>	<i>32%</i>	<i>32%</i>	
<i>Parks Managed by ASP w/assistance</i>	<i>29%</i>	<i>36%</i>	<i>+7%</i>
<i>Parks Managed by Others</i>	<i>18%</i>	<i>21%</i>	<i>+3%</i>

Objective B. By standardizing and upgrading the information technology infrastructure. *Awarded a contract to provide on-line Internet reservations for Kartchner Caverns tours and also reserved camping sites throughout the camping parks. The first phase of this project will be finished by the end of FY 2011.*

Objective C. By efficiently processing grants, projects, paperwork and documents through the agency.

Listed 14 properties on the National Register of Historic Places, completed 748 compliance project reviews, and 253 State Property Tax Reviews.

Awarded 13 Off Highway Vehicle projects from state and federal funds totaling \$939,700.

Objective D. By increasing each staff member's knowledge, skills and abilities through training opportunities.

- Seventy-five percent of supervisors successfully completed the Arizona Learning Center Supervisor Academy.*
- One hundred percent of law enforcement officers completed AZPOST requirements for Continuing, Proficiency and Firearms training.*
- Examples of additional training completed by employees are: Bureau of Land Management - the Consensus Institute, Governor's Conference on Tourism, The Best of SCORP, Arizona Summit on Volunteerism, Employment Law, AZ Mature Workforce Initiative, Conflict Management, Water/Wastewater Certification, EMT, CPR instructor, CPR and First Aid, PreHospital CE Training, and Landscape Professional Training, Defensive Driving, and Diversity.*

Objective E. By providing agency staff with a stimulating, safe, and challenging work environment.

Based on the 2010 Employee Survey, the percentage of employees who agreed with the statement, "I am proud to be an Arizona State Parks employee" increased by 10% from 2009 (74% to 84%).

GOAL : Visitors

To provide safe, meaningful and unique experiences for our visitors, volunteers and citizens.

Objective A. By working with agency personnel to implement and update the master list of economically feasible facility upgrades that improve the visitor experience and increase revenue.

Fiscal Year 2011 Capital Funds beginning balance \$7,123,359

Percent of Funds spent, per Board approved CIPs, from October – March FY2011 – 29.6%

Percent of Funds spent, per Board approved CIPs, July –March FY2011 – 49.0%

Upgrades in progress that improve visitor experience:

- Group Use Ramadas-5 parks*
- Launch Ramp Improvements and Design- 2 parks*
- Vault type Restrooms – 4 parks*
- Restroom/Shower Buildings – 2 parks*
- Campground Electrification – 2 parks*

Objective B. By working with agency personnel to market events and improve the overall quality of existing events.

Picacho Peak's "Civil War in the Southwest" hosted more than 3,200 visitors and 200 reenactors (March 12 and 13, 2011).

Homolovi greeted 800 people at its Grand Re-Opening (March 18 and 19, 2011).

The Arizona Archaeology Expo, staffed by 26 archaeological and historical organizations and agencies, hosted over 1,300 visitors (March 26 and 27, 2011).

Objective C. By striving to operate the visitor interface component of the park system with a "cost neutral" budget where visitor revenue equals or exceeds direct visitor costs.

Underway. State Parks is calculating estimates of all parks' minimum operating costs necessary to meet visitors' requirements and compare these to the unavoidable overhead costs for each state park. [Park Costs with Visitors – Costs of Inactive Park.]

GOAL: Planning

To document our progress through planning, analysis and research.

Objective A. By collecting scientific and historical data on natural and cultural resources to better inform decision-making.

Continuously. State Parks gathers research data and formats it to be placed in the Park Asset Management System (PAMS) to enhance agency decision-making. Staff will tabulate PAMS updates at the end of each fiscal year.

Objective B. By updating the long-term Capital Improvement Plan.

Underway. Capital Improvement Plan to be completed in July.

Objective C. By continuing to provide accurate, timely, and targeted agency reports on program management and analysis for internal and external use.

Posted the agency Annual Report on the agency website prior to December 31, 2010.

Provide monthly required agency cash flow reports to the Governor's Office of Planning and Budgeting, the Joint Legislative Budget Committee, and the State Comptroller.

Provide monthly individual park and park system attendance and revenue statistics for staff and many interested outside recipients.

Objective D. By continuing to implement the Revised State Historic Preservation Plan.

Completed National Park Service/Historic Preservation Fund Grant Application. The final appropriation was tied to the approval of the federal budget, which was deadlocked at the end of March 2011.

GOAL: Partnerships

To build lasting public and private partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the agency.

Objective A. By continuing and expanding collaboration with federal, tribal, state, and local governments, non-governmental organizations (NGOs), concessionaires and private sector individuals whose objectives or duties are similar to State Parks.

Established agreements with local governments and non-profit organizations to help keep the following parks open to the public: Alamo Lake, Fort Verde, Homolovi, Jerome, Lost Dutchman, Picacho Peak, Red Rock, Riordan Mansion, Roper Lake, Tonto Natural Bridge, Boyce Thompson Arboretum, McFarland, Tombstone Courthouse, Tubac Presidio, Yuma Territorial Prison, Yuma Quartermaster Depot, and Lyman Lake.

Awarded a fixed price contract for the first phase of an online, web based tour and campground reservation system.

Issued a Request For Proposal for operation of Oracle State Park, but did not receive any responses.

Received six responses to a Request for Information seeking information about what products or services potential, private concessionaires might be interested in providing.

Parks Board approved RFP's for the operation of Lyman State Park and Tonto Bridge State Park were put on temporary hold. These are expected to be issued in late summer of 2011.

Approved 314 AZSITE (an electronic inventory of archaeological sites, surveys and projects in Arizona) users from 85 organizations. The AZSITE website receives approximately 200 visits per day.

Oversee 654 active Site Stewards monitoring over 1595 sites. This is the 25th anniversary of the program.

Approved the first county Certified Local Government - Pima County. Three CLGs were monitored.

Objective B. By implementing a community relations ~~plan~~ **strategy** that addresses each park's unique location, program audience, and adjacent and thematic communities.

Implemented strategies with community leaders, friends groups, State Parks Foundation and the media to enhance the visibility of ASP's parks and programs, as well as enhance our working relationships with our partners.

Objective C. By continuing partnership ~~training~~ **awareness/education** on agency programs, planning and activities.

Ongoing. Staff and Parks Board members continuously meet with community groups and trade organizations to educate parties on the benefits of Arizona State Parks and the agency's current financial situation, including:

- *Rural Legislative Caucus (approximately 25 legislators).*
- *Winslow Chamber of Commerce Annual meeting (150 people)*
- *Greater Association of Mayors (30 people)*

Objective D. By working with stakeholders to create and promote a strategy for sustainable agency funding.

Ongoing. Continue to work with stakeholders and leaders to develop and implement a sustainable funding stream.

GOAL : Communications

To effectively communicate with the public, policy makers, our partners, our peers and ourselves.

Objective A. By enhancing ~~the marketing plan~~ **strategies**.

Utilize Traditional marketing strategies (e.g. Print, Radio, Internet, Printed Collateral, Out of Home Advertising like the new light-rail posters and photo contest, Outreach Events and Partnerships).

Utilize Emerging marketing strategies (e.g. Social Media like Facebook [5,373 fans] and Twitter [3,534 followers], Cell Phone Text messages, and Crowd Source coupons).

Objective B. By enhancing the public relations plan.

Ongoing. The public relations plan is a daily document that is updated to reflect activities with the media and support for our partners.

<i>Visitation</i>	<i>2010</i>	<i>2011</i>	<i>Change</i>
<i>(July 2010 – March 2011)</i>	<i>1,519,725</i>	<i>1,328,591</i>	<i>-13.6%</i>

<i>Event attendance:</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>Change</i>
<i>Fort Verde SHP – Fort Verde Days (October)</i>	<i>407</i>	<i>799</i>		<i>+96.31%</i>
<i>Jerome SHP – Grand Re-Opening (October)</i>		<i>849</i>		<i>+100%</i>
<i>Kartchner Caverns SP – CaveFest</i>		<i>200</i>	<i>250</i>	<i>+25%</i>
<i>Kartchner Caverns SP – Star Party</i>		<i>200</i>	<i>270</i>	<i>+35%</i>
<i>Verde River Days (September)</i>	<i>3,500</i>	<i>3,100</i>		<i>-11.5%</i>

Objective C. By enhancing agency internal communications including electronic posting of information.

Based on the 2010 Employee Survey, the percentage of employees who agreed with the statement, “I think communication in the agency has improved in the past 12 months” increased by 6% from 2009 (56% to 62%).